

## Unlocking the thinking process of target customers to...

- Predict consumer reactions to messages
- Capture the attention of your profit customer
- Maximize your return on marketing investment

### Marketing Past

Until now marketers have focused on demographics and past purchase behavior to categorize and segment large portions of the general population. These common methods segment people into groups, but neither accurately predicts consumer behavior beyond situational circumstances.

### What If?

What if you could reach people based on their innate behavioral preferences regardless of age, location, ethnicity or income? What if you could communicate with them in the way that they want to hear from you? What if you could find out who is most predisposed to buy your products AND who your current advertising is actually reaching? Are they the same people? Which people are not getting your message at all and why not?

### Marketing Present

Our systematic, scientific approach helps you answer all these questions. We use behavioral preference profiles to define who your profit customers are, what advertising or marketing medium they are most likely to engage in and what type of message they will respond to.

Our tools make it easy to move away from inefficient demographic based media plans to an effective, behavioral preference based approach that more accurately targets and predicts consumer actions.

### Our scientific approach provides a statistically sound methodology to identify who to target and how!

Our process works with any marketing or advertising campaign to achieve results.

1. Identify the profit customers
2. Identify the media mix and message to reach profit customers
3. Match your customer profile with media preferences
4. Tailor marketing message to address profit customers
5. Test and adjust ads before costly media buys
6. Broadcast marketing message – networks and other media
7. Calculate ROI

### Interested? Contact:

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